RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #331440
Mr. J. Kern
J. KERN & SONS

JUNE: DORAL B1G1F / PROMOTION #800432

Dear Jake:

4 DISPLAYS, DORAL B1G1F for this promotion will be packed and shipped to you from **M.Attea.** Attached is a customer list of accounts authorized to receive packed displays. Retail distribution date for this promotion is the week of **June 8, 1998**.

Brand Styles:

Doral Menthol Light 100 / Doral Ultra Light 100

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

SKU CUBE :	**0.4955**
SKU WT (w/o Product):	**1.1000 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**

PARTNERS 'BONUS' REPORTING DESCRIPTION	'DOR JUN B1G1F'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162601
L. E. MacWilliams
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

JNB1-432.DOC

51845 9402

Source: https://www.industrydocuments.ucsf.edu/docs/zgmy0000

WHOLESALER : 331440 JACOB KERN & SONS, INC. <DIRECT>
TEMPLATE : 800432 80600 DOR JUN B1G1F
TEMPLATE SEQ : 0910
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162602	162630	763370	MURRAY SUPERETTE	16573 RIDGE RD	HOLLEY	NY	14470	1				(716)638-5736
162602	162630	397928	PENNYSAVER MKT	29 S MAIN ST	LYNDONVILLE	NY	14098	1	NYS		5225	(716)765-9600
162604	162624	696058	LAKEVILLE GENERAL	5763 MAIN ST	LAKEVILLE	NY	14480	1				(716)346-5222
162606		300962	THE STORE	3983 MAIN STREET	SCIO	NY	14880	1				(716)593-5620

PAGE BREAK TOTAL ACCOUNTS 4 TOTAL QUANTITY 4

TEMPLATE TOTAL ACCOUNTS 4 TOTAL QUANTITY 4

51845 9403

Source: https://www.industrydocuments.ucsf.edu/docs/zgmy0000

Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy1 Get 1 Free Promotion.

June Is Packed with Excitement!

Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the **Buy 1 Get 1 Free Promotion.**

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

2-Pack Sleeve

POS Card/ Alternate Header

Counter Display

Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

SWEEPSTAKES VOID IN MA, MI, AND VA. AND WHERE PROHIBITED BY LAW.

©1996 R.J. REYNOLDS TOBACCO C

51845 9404

Source: https://www.industrydocuments.ucsf.edu/docs/zgmy0000

WHOLESALER PACKING INSTRUCTIONS

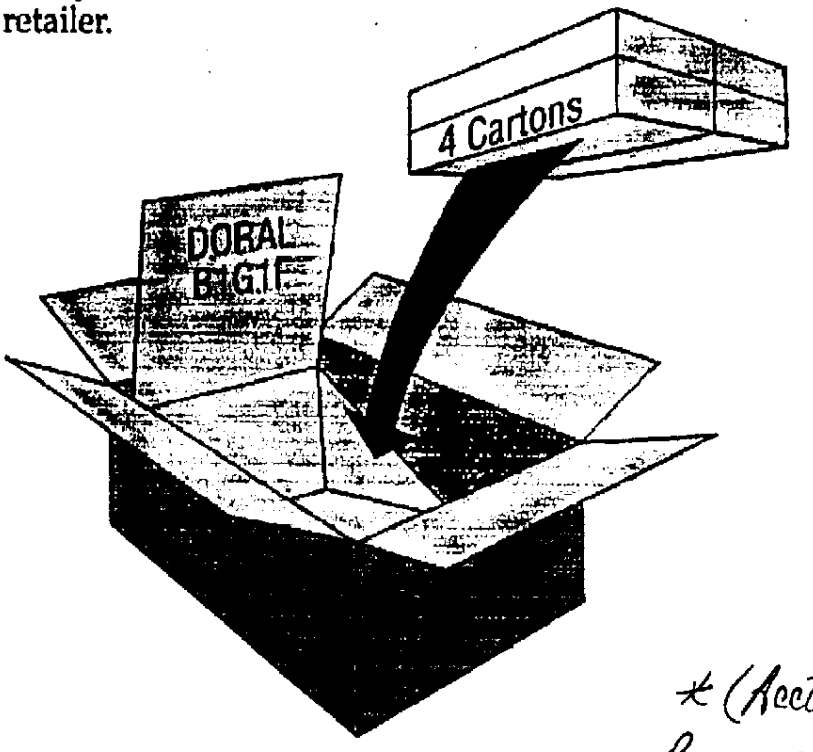
VALUE ADDED PROMOTIONS — 2ND QTR.'98

June DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



* (Accts w/15 or less) Ensure Brand Mix if only 2 styles are shipped

Item: # 541865
Promotion Reporting Description: DOR JUN B1G1F

Brand Style	MEN LT 100	ULT LT 100	FF BOX 100	LT BOX 100		
Number of Cartons	1	1	1	1		

51845 9405

Source: https://www.industrydocuments.ucsf.edu/docs/zgmy0000